

DCBID Marketing Department Activity, Week of 2/23/15

M+A

Website

- After reviewing Vendor's Feedback via Google Doc, Agency coordinated and attended meeting with Client and WAG on 02/25 to discuss revisions and the Go Forward strategy for the website.

CTO Brochure

- Agency produced, printed and delivered the new CTO Brochures to Client on 2/25, in advance of the program's soft launch at the Bisnow Silicon Beach Event.

CTO Brochure Inserts

- Agency worked with client to finalize/troubleshoot one of the Word.doc Insert Templates.
- Subsequent to the Bisnow event, Client requested printing inserts from Vendor on 02/26. After supplying quote specs to printer, Agency canceled quote request per client direction.
- Agency working with Client on improved in-house Insert solution, possibly pre-printing 8x8 letterhead. Client checking on printing capability of in-house printer.

CTO eblast + Launch Invitation

- Agency secured login information into DCBID's eBlast provider Mail Chimp, developed a new eBlast Template for the CTO Launch Event, and submitted eblast to Client for review and feedback on 02/25. Currently pending Client feedback.
- Agency designed a new eBlast Template for the CTO Tours and forwarded to client for review and feedback on 02/27.

CTO Downtown Map

- Client set up meeting with Cartifact on 2/25 to discuss go forward options. Client now handling production/timing.

CTO Postcard

- Agency received and approved Postcard press proof on 02/23 and placed order for 500 Postcards. Postcards were successfully delivered on 02/25 in advance of the 2/26 Bisnow event.

CTO Press Release

- Per Client request, Agency drafted a press release announcing the CTO Launch and submitted for approval on 02/25.
- Agency received Client feedback on 02/26 and forwarded a revised draft on 02/26. Release currently pending Client feedback and approval.

DCBID Wayfinding Signage

- Agency handed hard copy of Agency Feedback to Client on 02/23 and forwarded vendor invoice on 02/24.
- Agency discussed next steps with Client on 2/27, reached out to Hunt Design and forwarded teams' feedback for discussion. Agency/Client/Vendor to have call week of 3/02 to discuss next steps. Round 1 locations still pending client feedback.

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DCBID Juror Guides

- Agency worked with Client and Printer to ensure Juror Guide delivery followed protocol set forth by the courthouse. Guides were successfully delivered to Court House on 02/27.
- Pending delivery of Samples to Client.

Nick Griffin Announcement Press Release

- Per Client direction on 02/24, Agency was instructed to not move forward with the distribution of the Announcement Release.

Downtowners of Distinction Sponsorship

- Agency finished collecting Downtowners of Distinctions RSVPs and submitted to committee on 02/24 to assure nametags would be provided for attendees of the event.

Annual Report

- Agency currently working with marketing department to secure remaining outstanding content.
- Agency drafted the Annual Report Introduction Letter on behalf of Carol Schatz and submitted to Client for approval and feedback on 02/25.

American Airlines Advertising Opportunity

- On 02/16, Client forwarded Agency a request to discuss advertising opportunities in American Airlines. Per Client request, Agency followed up with the advertising rep to further discuss the details. Agency currently reviewing merits of advertising opportunity and to present recommendations week of 3/02.